

CANDIDATE INFORMATION PACK

World Cancer Research Fund



Corporate Fundraising Manager

Closing date: 5pm, Friday 5th December 2025

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For more information about the organisation please visit our website: www.wcrf.org

WELCOME

If you're passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40 per cent of cancers could be prevented.

World Cancer Research Fund champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

As an international network of charities in the UK, EU and US, we've been funding life-saving research, influencing global health care policy, and educating the public on how to make informed choices since 1982.

To meet our vision of living in a world where no one dies from a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at www.wcrf.org.

On behalf of World Cancer Research Fund we thank you for your interest in helping to prevent cancer and we wish you the best of luck with your application.

Best wishes,
Human Resources

VALUES



EVIDENCE BASED

We are an authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.



INCLUSIVE

Everyone counts – we value, respect and trust each other.



INFLUENTIAL

We are collaborative, engaged and focused on maximising impact in all that we do.



INNOVATIVE

We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.



EMPOWERING

We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.

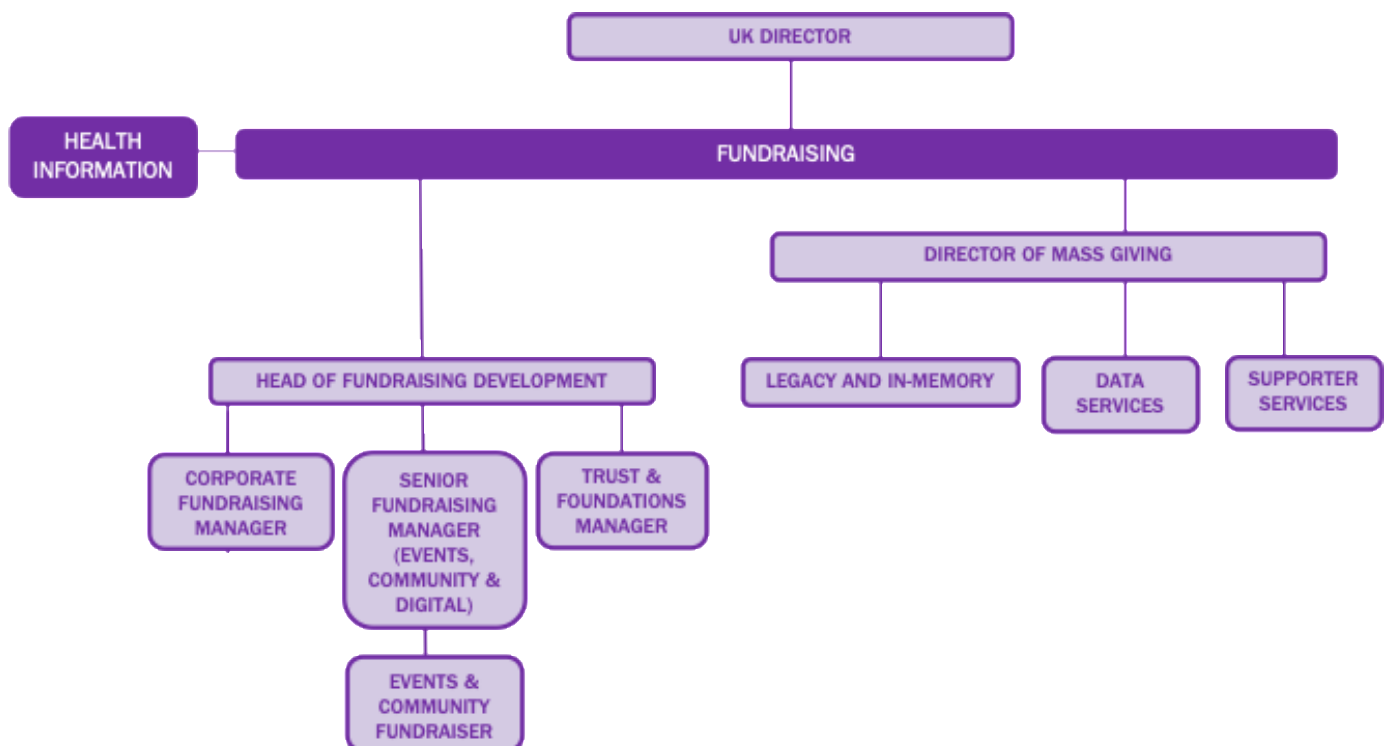
ABOUT THE ROLE

We are seeking a Corporate Fundraising Manager who will be responsible for proactively leading on new business and providing excellent stewardship to our existing partners, identifying sectors where there might be a strategic fit for our work, including for example Health and Leisure, Pharmaceuticals and Financial Services.

Who you will be working with:

You will be a key member of WCRF's UK Directorate representing us externally to partners and prospective partners. You will work with colleagues in the Fundraising Development team, Health Information team, the Science and Policy dept. and Communications and Engagement dept. to identify opportunities for funding and to maximise opportunities for our partners to engage with our work.

World Cancer Research Fund's UK Directorate



What we are looking for:

- A significant track record of achieving and exceeding set income targets in corporate fundraising.
- Demonstrable experience of securing new business income from the corporate sector (especially from pharmaceuticals, financial services and health and leisure industries)
- Experience of developing and delivering a corporate fundraising strategy, annual budgets and delivery plans.
- Excellent written and creative skills and experience of developing engaging proposals and applications for funding.
- Strong networking, communication and relationship building skills and the ability to negotiate, influence and develop strong working relationships at all levels.
- A positive, can-do attitude, a high level of confidence and self-motivation.

JOB DESCRIPTION

Job title	Corporate Fundraising Manager
Department	Fundraising and Health Information
Reporting to	Head of Fundraising Development
Contract	Permanent
Location	London N1
Hours	37.5hrs per week – full time. We're a hybrid working employer, meaning you're required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday
Salary	FTE: £42,000 to £47,000 per annum, plus benefits

Department description

Led by the UK Director, a key aim of the Directorate is to grow income generation to support our vision to live in a world where no one dies of a preventable cancer. The UK Directorate comprises: Mass Giving (individual giving, legacies, in memory, data services and supporter services), Fundraising Development (corporate partnerships, trusts and foundations, events, community and digital fundraising) and the Health Information department. The main income streams come from our direct mail, committed giving, and legacy programmes, as well as corporate, community, events, trusts, in memorial and digital fundraising.

Main purpose of the role

The Corporate Fundraising Manager is a key member of WCRF UK's Fundraising Development team responsible for driving forward our corporate partnerships work. It is a hands-on role that supports the delivery of our ambitious plans to develop and grow income from corporate partners.

You will proactively lead on new business - identifying, developing and delivering mid and high value partnerships and be responsible for maintaining a healthy and active pipeline of new prospects to support the long-term sustainability of our work. You will use your relationship management skills to provide excellent stewardship so that partners feel valued, engaged, and motivated to continue their support.

The postholder will have the ability to think creatively and strategically to develop compelling proposals in order to build strong, mutually beneficial relationships with businesses and organisations to support our mission. To achieve this, you will work closely with colleagues to develop proposals and pitches that win support and maximise opportunities for our partners to engage with our work including but not exclusively; strategic partnerships, sponsorship of programmes or products and employee and/or customer wellbeing.

The Corporate Fundraising Manager has overall responsibility for the development and the delivery of the Corporate Partnerships strategy (as agreed with the Head of Fundraising Development), annual and multiyear operational plan and pipeline along with income forecasting and budget management. You will be able to work strategically to identify sectors (and companies within) where there might be a strategic fit for our work, including for example Health and Leisure, Pharmaceuticals and Financial Services.

The post holder will report to the Head of Fundraising Development.

Main duties and responsibilities

A	New Business
1	Identify, research, package and secure high-value corporate partnerships, including strategic

	partnerships, sponsorship, cause-related marketing, Charity of the Year and employee fundraising opportunities.
2	Proactively grow and manage the new business pipeline, forecasting income and tracking likelihood of success, ensuring alignment with agreed income targets.
3	Identify suitable fundable projects and in consultation with colleagues in the Research, Policy and Health Information Teams, build creative, compelling cases for support that deliver impact, income growth and increase brand awareness.
4	Proactively lead new business opportunities and project manage these, taking them through a Moves Management process: from initial research, identification and prospecting, proposals, and bids to negotiation, delivery and stewardship.
5	Assess, in line with agreed criteria, fundraising proposals from external companies
6	Horizon scan to identify new partnership opportunities and emerging sectors, working closely with the Research, Policy and Health Information Teams to align fundraising opportunities with our work.
7	Work with the Events and Community fundraiser to ensure events fundraising is maximised by offering partners, their employees, customers and clients, the opportunity to participate.
8	Work with colleagues in the Health Information Team to engage the employees of our partners, maximizing the impact of the relationship and promoting our cancer prevention messaging via virtual workshops and talks.
B	Account Management
1	Deliver high-quality relationship management for all existing corporate partners, ensuring clear communication, excellent stewardship, and sustained engagement, with support from senior staff as needed.
2	Ensure partnerships are monitored and evaluated in line with partnerships objectives, KPIs and contract.
3	Create and implement bespoke fundraising plans and incentives to support multi-year, mutually beneficial partnerships.
4	Prepare engaging, tailored assets and communications including proposals, presentations, impact reports and updates for corporate supporters.
5	Develop and maintain management and compliance systems and support internal approval and quality control systems including the pipeline and horizon scanning.
6	Maintain and update contact management and income database in relation to partner contacts and ensure that all partner details (company name, address, contact details etc) are recorded and updated on FileMaker Donors.
7	Ensure all partner donations, both known and unknown, are recorded, acknowledged and thanked in appropriate time frame and manner.
8	To cross-sell and up-sell WCRF 'products' where appropriate; offering partners the opportunity to enroll in our payroll giving, lottery, events and health information programmes etc.
C	Budgeting, planning and reporting
1	Develop and manage accurate annual budgets and forecasts, monitoring performance against plan and setting KPIs and targets for all activity to ensure our partnerships are successful for all parties.
2	Identify and act upon any areas of over or under performance, highlighting any significant deviation from plan to the Head of Fundraising Development and implement contingency plans in order to meet targets
3	Work within budget constraints for all areas of responsibility and meet all set financial targets
4	Prepare regular reports (monthly, quarterly, bi-annually), financial and narrative, regarding the status of fundraising income streams and development related activities.
5	Work collaboratively across the Fundraising and Communication and Engagement departments to deliver a calendar of corporate fundraising events, campaigns, and activity.
D	Leadership and management
1	Responsible for the development and the delivery of the Corporate Partnerships strategy, annual operational plan and budget.
2	To have the gravitas to represent WCRF and its brand tone both within the UK and Internationally
3	Represent the charity confidently at meetings and events, delivering presentations and engaging with stakeholders at all levels.

E	Key Relationships
1	To develop and nurture a wide range of relationships at all levels internally and externally to ensure efficient and effective working methods so that objectives are achieved
2	Influencing and networking with a range of audiences to develop opportunities through individual and organisational relationships
F	Other Duties
1	To actively contribute to the continued development and ongoing review of the Fundraising Strategic Plan
2	Contribute to cross organisational projects where necessary
3	To work constructively with colleagues to achieve fundraising and charitable objectives, and comply with WCRF policies and procedures
4	To oversee the management and development of the Corporate Partnerships fundraising web pages to best promote your objectives.
5	To assist with the development, review and production of fundraising marketing materials
6	To adhere to the Fundraising Regulator code of practice and Charities Act and other associated legislation and policy and to keep knowledge of legislation and best practice up to date
7	Contribute content and stories to the charity's website, newsletter, annual review, and other external communications.
8	To keep abreast of developments in fundraising and the external environment, identify market gaps and new opportunities for fundraising and partnerships
9	To represent the charity as and when required and promote the work WCRF UK
10	Ensure best practice by following partnership and other guidelines and ensuring all approaches are made in line with industry regulations and advice
11	Undertake other work related to the Department and perform other tasks necessary to achieve the overall objectives of WCRF UK
12	Ensure all actions undertaken comply with the current General Data Protection Regulations (GDPR 2018)

NOTE: This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

PERSON SPECIFICATION

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

		Application	Assessment	Interview
Experience	Significant track record of success in achieving and exceeding set income targets in corporate fundraising	✓		✓
	Experience of developing and delivering a corporate fundraising strategy, annual budgets and delivery plans.	✓		✓
	Demonstrable experience of securing new business income from the corporate sector (sectors might include pharmaceuticals, financial services, health and leisure or others)	✓		✓
	Significant experience of producing and delivering presentations and pitches and writing corporate applications to a high standard	✓	✓	
	Experience of developing and managing a multi-year pipeline of prospects	✓		✓
	Experience of project planning and co-ordination within a fundraising environment	✓		✓
	Experience of account managing multi-faceted partnerships	✓		✓
Knowledge and technical skills	Excellent written and creative skills and experience of developing engaging proposals and applications for funding	✓	✓	
	Working knowledge of marketing and promotion of corporate fundraising events	✓		✓
	Working knowledge of relevant charity law, fundraising regulations and good practice	✓		✓
	Strong networking skills with the ability to account manage high profile people, acting with a high level of professionalism and tact at all times	✓	✓	
	Research skills especially with regards to developing a prospect pipeline	✓		✓
	Proficient in using databases and Excel, Word and PowerPoint	✓	✓	
Personal attributes	Ability to project manage a series of ongoing activities, achieve a high output and demonstrate patience, perseverance and resilience when faced with setbacks and problems			✓

	Ability to produce concise, well-constructed written communications coupled with the ability to present verbally in a clear and persuasive manner to attract and retain high-value corporate partners	✓		✓
	Have the gravitas to promote the work of WCRF and engage with prospective supporters		✓	✓
	Ability to organise self, prioritise varied workloads, plan effectively and deliver high quality work to tight deadlines		✓	✓
	An interest in and commitment to healthy living, health promotion and health-related organisations and nutrition			✓
	A positive can-do attitude, high level of confidence and self-motivation with energy and enthusiasm			✓

TERMS & CONDITIONS

Salaries

World Cancer Research Fund (WCRF) operates a fair and transparent pay policy. We always ensure a salary range is listed on all of our job adverts and we benchmark the salaries for all our roles every 2/3 years to ensure we are paying fairly within market norms.

Staff salaries are paid into bank accounts once a month on the 26th of each month.

Hybrid Working

We are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week, Tuesday and Wednesday or Thursday.

Flexi-time scheme

A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours.

Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10.00am–4.00pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8.00am and 10.00am and leave between 4.00pm and 7.00pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked".

Annual leave

Our annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:

- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

The WCRF office is closed from the last working day before Christmas until the first working day after the New Year. Staff are required to take the three working days between Christmas and New Year as annual leave.

Sick leave

For full-time staff, we allow up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years' service.

Pension plan

We contribute into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. WCRF will match the employee's contributions of up to 5% of the employee's salary each month.

We also offer staff the option to switch their pension to a salary sacrifice arrangement on request.

Private healthcare

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection

We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme

All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

Season ticket loan scheme

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme

Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

The WCRF office also offers secure, lockable, storage for your bike and there are showers available within the office.

Employee assistance programme

All employees, and their families, have access to a 24-hour confidential advice and support line. This service offer access to trained advisers and counsellors from The British Association for Counselling and Psychotherapy (BACP) who can offer advice on a range of issues, including financial and debt concerns, legal information, relationship or family worries, bereavement, stress, anxiety and other emotional issues. If appropriate you may also be referred for up to eight sessions of face-to-face counselling.

Mental Health and Wellbeing

We run a Mental Health Champions scheme that staff can volunteer to be a part of. Our Mental Health Champions are sent on an accredited Mental Health Training Course and are then available to offer help to any staff member experiencing a mental health problem; guiding them to access appropriate professional help. They also work in collaboration with the organisation to promote wellbeing and encourage a culture where mental health can be discussed openly.

Flu Vaccinations

We offer staff the chance to receive a free flu vaccination each year. This is either at the WCRF office, where a trained nurse will be arranged who will administer the vaccine onsite, or by providing a voucher to enable them to receive the vaccine at a participating pharmacy of their choice.

Christmas and Summer Parties

We hold two annual parties, in the Summer and at Christmas, paid for by the organisation, for staff to come together outside of work and have fun!

Dog Friendly Office

Staff have the opportunity to bring their dog into the office one day per week (Wednesdays) subject to WCRF guidelines.

Training and Development

WCRF are committed to enabling professional development and all staff are encouraged to regularly discuss training and development. In addition, there is an annual appraisal process in place during which individual needs are formally discussed and identified.

We also offer payment for job-related professional subscriptions and fees (subject to WCRF guidelines), opportunities to attend international conferences on behalf of the organization, and study leave and sabbatical leave policies.

Probationary period and notice period

The post-holder is subject to a 6-month probation period during which 1 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 2 months' notice period.

HOW TO APPLY

Recruitment timetable

Closing date for applications:	5pm, Friday 5 th December 2025
Interviews:	TBC

To apply

You can apply for this vacancy by submitting a CV (max. 3 pages), covering letter (max. two pages) and a completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email
or post:

E-mail: hr@wcrf.org

Address: Human Resources
World Cancer Research Fund
140 Pentonville Road
London N1 9FW
UK

Phone: 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.

EQUAL OPPORTUNITY MONITORING FORM

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for:

Please tick the appropriate boxes below:

GENDER

Male

Female

DISABILITY

World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

Yes

No

ETHNIC GROUP

The categories indicated below are those recommended for use by the Commission for Racial Equality.

How would you best describe your ethnic origin?

Bangladeshi

Black – African

Black – Caribbean

Black – Other (please specify)

Chinese

Indian

Irish

Pakistani

White

Other (please specify)

NATIONALITY

UK

Other (please specify)

Thank you for answering these questions.

JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, WCRF collects and processes personal data relating to job applicants. WCRF is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. WCRF collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process
- Information regarding your right to work in the UK and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

HOW WE HANDLE THE DATA THAT IS SUBMITTED BY YOU

This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. **We do not share your data with any third parties.**

WHY WE PROCESS PERSONAL DATA

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate's suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

DISCLOSURE OF YOUR INFORMATION

WCRF may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

DATA RETENTION

We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA

You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.

AUTOMATED DECISION-MAKING

Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

DATA PROTECTION LEGISLATION (YOUR RIGHTS)

As a data subject, you have a number of rights including:

- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The Director of HR & London Operations, WCRF, 140 Pentonville Road, London N1 9FW.